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Circulation direct marketing awards

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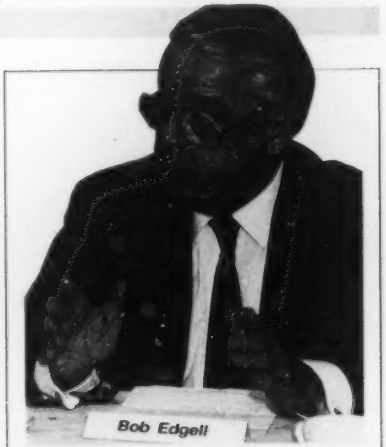

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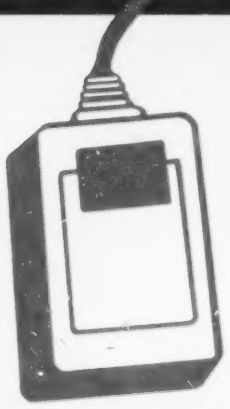

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ABP ABC MPA

existing large-circulation, general-interest titles already in the ad market. "I don't see it ever actually making money for us," she states. The 48-page, all-color magazine will maintain its corporate identity with its eight-page section, "PM Notebook," devoted to smoking issues.

Catalogs are a pain in the newsstand, say wholesalers

Wholesalers are not enthusiastic about selling catalogs on newsstands, says George Marcum, president of PACIMWA, the West Coast wholesalers group, and president of Tri-County News Co., a California wholesaler. "I don't see much potential for wholesalers or retailers to sell catalogs that are readily available to consumers for free," he says. He also points to the difficulty of finding room for catalogs on already-crowded display racks. But, says John Harrington, president of the Council for Periodical Distributors Associations, it's not that wholesalers dislike catalogs, but have had trouble handling them. For example, UPC codes had been falling off the catalogs—a problem that has now been corrected. Despite these complaints, wholesalers have been distributing catalogs to wholesaler-owned newsstands, says Marcum. Curtis Circulation Co., a national distributor, is channeling some 200 different catalogs to over 400 wholesalers throughout the United States. Curtis obtains its catalogs from Catalog Retail Corporation, which began directly supplying catalogs to Waldenbooks and Eastern Newsstands during 1987. Supermarkets have thus far expressed no interest in catalogs, says Marcum, noting that the stores prefer high-volume, mass-market items.

Soldier of Fortune is sued again over classified ad

Soldier of Fortune, the magazine about military adventurism, is once again grappling with a lawsuit—and once again magazines face the question: Who's responsible for actions resulting from replies to classified ads? This time, the magazine is being sued by the family of Sandra Black, a Texas woman who was murdered in early 1985 by Charles Hearn. Black's husband, Robert, paid Hearn $10,000 to kill his wife after finding Hearn through a *Soldier of Fortune* classified ad that read, in part, "Ex-Marines, Vietnam vets . . . weapons specialists . . . looking for high-risk assignments in U.S. and abroad." Hearn, who confessed to the Black murder, as well as two others, is serving three consecutive life terms in Florida; Robert Black is on death row in Texas. At press time, the magazine was filing a motion for summary judgment, says Larry Thompson, attorney for the magazine. *Soldier of Fortune*, furthermore, "no longer runs personal service classified ads," he says. In June 1987 the magazine reached an out-of-court settlement with Norman D. Norwood, who had claimed that he was shot and his car bombed by individuals who responded to ads offering a "gun for hire."

Are the British tightening the reins on Gralla?

FOLIO: has heard that United Newspapers (UN), the British media company, is starting to take more control of Gralla. UN bought the business magazine company in 1983, giving existing management the freedom to conduct business as usual. Now, however, an industry source says that UN is "making sure it's getting its money's worth. If the Gralla managers don't make their financial projections—it'll be off with their heads." A Gralla executive flatly denies that any changes are taking place. "We've always had a tight rein when it comes to spending and maximizing profits," he says. "There are no indications that we are being watched or have to be extra, extra careful."

Ad revenue growth to come from higher rates, not more ads, Coen predicts

Magazine advertising growth doesn't look particularly promising in the coming year, with ad pages likely to creep up only about 1%, according to Robert Coen, senior vice president/director of forecasting for McCann-Erickson. Making his annual predictions last month at the Paine Webber Media Outlook Conference in New York City, Coen told financial analysts that he expects national print advertising revenues, including magazines and newspapers, to rise 6.4% above 1987 spending, to $9.6 billion. "National marketers will probably maintain their magazine . . . schedules," he predicts, "but most of the expected 1988 revenue increases are likely to come primarily from higher [page] rates." (In 1987, magazine spending rose 4%, he reports, with restaurant advertising leaping by 105%.) Overall, media spending, Coen predicts, will grow 9% to $119.7 billion, with national broadcast spending rising 9.7%, to $20.8 billion. He expects the three major networks to post double-digit growth as a result of the Olympics and elections. "We're poised for some real expansion," concludes Coen, "but I'm afraid magazines will be the last to catch on."

Top product spending changes in '87

These top product categories account for about half the ad revenue of major media.

	Network TV	Magazines
Foods	+ 4%	− 5%
Toiletries	− 3	+ 17
Automobiles	+ 6	+ 14
Drugs/remedies	+ 3	− 1
Cleaners/waxes	−20	+ 1
Candy/soft drinks	+12	− 11
Restaurants	+13	+105

UPDATE

Ad rate increases held below 6%

Publishers face higher production costs, while agencies press for lower page rates

Magazine ad rate changes for 1988

Magazine	% change CPM	Magazine	% change CPM
Playboy	7.0	The New Yorker	5.0
Parade	7.0	Essence	5.0
Cosmopolitan	6.2	Ladies' Home Journal	4.5
Glamour	6.1	Money	4.5
Modern Bride	6.0	Better Homes and Gardens	4.3
Town & Country	6.0	Us	4.0
1001 Home Ideas	6.0	Parents	2.8
Country Living	5.8	Sports Illustrated	2.4
McCall's	5.5	Life	0.0
People	5.1	Woman	–3.3
Yankee	5.0	Modern Maturity	–5.6

Source: Young & Rubicam, publisher announcements

***Playing it safe:** Just a handful of magazines announced CPM rates above 6 percent. Agencies, calling the rates unjustified, plan to negotiate decreases.*

Publishers seem caught between a rock and a hard place as they consider rate changes for the coming year.

On one side, while higher paper and postage costs are putting the squeeze on publishers, the upcoming elections and Olympics paint a bright picture for ad sales. Both factors make a strong case for substantial rate hikes. But, on the other side, agencies say the stock market plunge may keep advertisers at bay, and, they argue, production cost hikes don't seem to justify formidable rate hikes.

The result: On a cost-per-thousand basis, ad rates will increase 5 percent to 6 percent for many magazines in 1988. And the increase pleases few: Publishers say the amount will barely cover expenses, while agencies argue the rate hikes are unreasonably high.

"These are among the most modest increases I've seen in years, says Richard Thomas, senior vice president at Time Inc., where *Time*'s cost per thousand remains constant, and *Sports Illustrated*'s CPM rose only 2.4 percent. Other publishers say they see more of their competitors holding rates flat, or even dropping CPMs, than they have in the past.

Only regional publishers, it seems, are seeking significantly higher rates. Their lower out-of-pocket costs, combined with their relative lack of competition, permit rate hikes upward of 7 percent, says Leo Scullin, media

(CONTINUED ON PAGE 37)

Bullish future for HBJ titles

Edgell plans to add to the 110 titles recently acquired in record-setting sale

What big changes are in store for the Harcourt Brace Jovanovich (HBJ) Publications, now that former HBJ vice chairman Robert Edgell has signed an agreement to buy the group?

Nothing but growth, says Edgell, who had been with HBJ 17 years. Outside of exploring new magazine and trade-show launches, "there won't be any changes in the way we work. We've been a freestanding entity from HBJ all along."

Edgell, with the aid of investment firms and a corporate management group, was expected to close the magazine buy out by the end of 1987, paying $334 million for the 110 business magazines and for Beckley-Cardy, a

MPA earns award for profitability study

For its contributions to furthering single-copy sales, Magazine Publishers of America (MPA) received the Newsboy Award from the Pacific Coast Independent Magazine Wholesalers Association during the recent American Magazine Conference in Palm Desert, California.

The award, given once every three years, represents "the highest possible recognition . . . for efforts to further single-copy sales through wholesaler distribution," noted association officer Bob Bay, vice president/sales, Bay News Company, Portland, Oregon.

MPA earned the honor for its sponsorship of a study of Direct Product Profitability, Bay says. The study revealed that magazine sales are very profitable for supermarkets and convenience stores when space allocation, labor costs and other factors are taken into account. This year, MPA launched a major campaign to inform retailers about the results of the study.

"Wholesalers and publishers are working together in a very positive way to turn around the single-copy sales picture," said William F. Gorog, MPA vice chairman and former president, who accepted the award. "The first six months of [1987] have shown a positive shift for the first time in many years."□

Kissinger drops suit against *Penthouse*

Dr. Henry Kissinger has dropped his $10 million suit against *Penthouse*, according to an attorney representing the magazine. Kissinger's lawyer could not be reached for comment.

Kissinger brought suit last year when *Penthouse* published a question and answer interview featuring the former Government official. Kissinger had claimed that the author who interviewed him never told him that his remarks were for use in *Penthouse* or any other publication. His belief, he had contended, was that he had been interviewed for background information only for a book by political writer Russell Warren Howe.

Howe claimed that Kissinger was aware his remarks were for publication. The writer sold an excerpt of his unpublished book to *Penthouse*. The magazine did not publish an introduction explaining that the Kissinger interview was part of an upcoming book, acknowledged a *Penthouse* spokesperson at the time the suit was filed a year ago.□

Ad rate increases held

(CONTINUED FROM PAGE 27)

director, Young & Rubicam.

Yet CPM increases of 2 percent to 3 percent were more what agency executives like John Gray, senior vice president/director media planning at J. Walter Thompson USA, had in mind. "Publishers will obviously try to go high, but will find that when they go to agencies with these rates, it's just simply going to further increase the pressure to negotiate."

Five percent and higher increases, he adds, are "out of line with inflation and out of line with the overall supply

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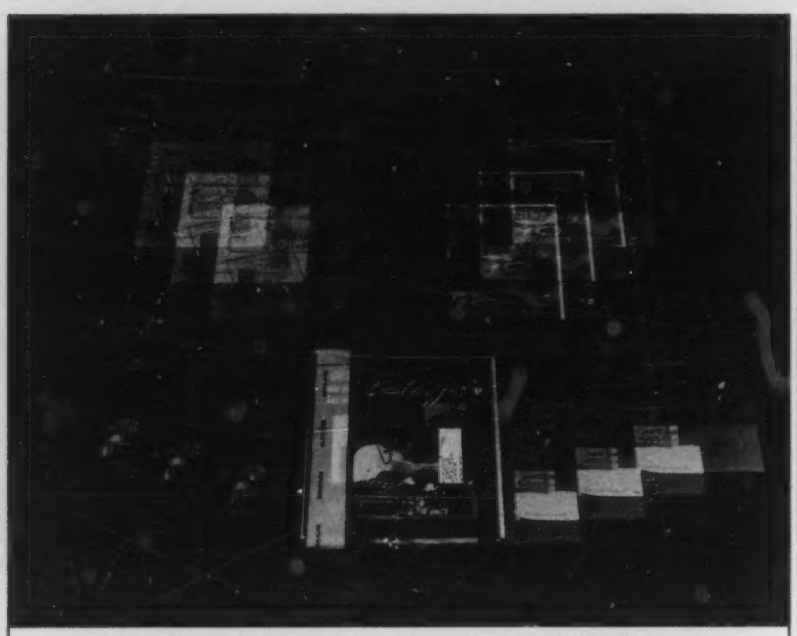

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"Serving publishers whose products demand a commitment to *excellence*"

and demand situation in the magazine business." Network television is still the medium of choice for national advertisers, he claims, despite rate increases that have pushed TV costs more than 10 percent higher than last year.

Publishers disagree that the increases are too high. Postage costs, they contend, will increase 10 percent to 20 percent for most publishers early this year. Paper prices rose some 15 percent in the second half of 1987 and may rise again this spring. Printing prices may also take a jump. Publishers such as Bill Communications say they'll be lucky if a 5 percent ad rate increase will cover cost increases. Many publishers, in fact, plan to raise subscription prices as well.

But publishers get little sympathy from Scullin, who argues that such cost increases are a smoke screen, and are relatively minor components of overall expenses.

"All bets are off"

Agencies also doubt that demand for magazine space will rise enough to justify rate increases. Through the fall, publishers were generally bullish about 1988—some were reporting a recovery in such major ad categories as computers, financial services and general consumer advertising, and many noted strong third and fourth quarter ad closings. The Wall Street crash, however, has undermined that optimism. Neither publishers nor agencies are now willing to guess what impact the stock market decline will have on the economy and on ad budgets.

"All bets are off right now," says Joe Meagher, vice president/corporate advertising at Yankee Publishing Inc. "Anything anyone says about ad market behavior is dependent on what's happening on Wall Street."

Several years have passed since a magazine could buck up page rates 10 percent without much commotion. Now, after several years of low inflation, rising competition and a string of relatively modest increases, the noise from agencies begins at 5 percent.

"If [magazine publishers] raise their rates, we're just going to negotiate all the harder to knock them down again," says Gray. "The rates they ask for aren't necessarily the rates they're going to get."

That's no bluster. Intense competition among magazines, contends Gray, gives agencies tremendous

Top 10 magazine advertisers

Magazine ad spending*

Rank	Advertiser	1986	1985	percent change	percent of 1986 ad total
1	Philip Morris Cos.	$230,130	$214,511	7.3	16.9
2	RJR Nabisco	135,657	164,123	−17.3	14.5
3	General Motors Corp.	129,408	107,524	20.4	15.4
4	Ford Motors Co.	125,071	114,851	8.9	19.2
5	Procter & Gamble Co.	85,506	93,775	−7.8	0.6
6	Chrysler Corp.	78,905	73,579	7.2	18.5
7	AT&T	74,014	88,136	−16.0	16.8
8	CBS Inc.	58,871	59,939	−1.8	31.8
9	Time Inc.	51,166	43,567	17.4	26.8
10	General Electric Co.	50,776	55,378	−8.3	14.3

Source: Publishers Information Bureau as compiled by Leading National Advertisers
*In thousands of dollars

Close to the vest: *Top magazine advertisers are largely guarding print plans for '88, but at least two—RJR Nabisco and AT&T—plan to maintain their current spending levels.*

choice. "As long as there is a situation of magazine substitutability, then negotiation will continue."

To beat back that pressure, publishers are not only raising rates with caution, they are continuing to turn to rate card incentive/discount plans that would ostensibly increase market share without cutting rate card profit margins. A flurry of "plans" has emerged from competing newsweeklies, adding to the more familiar corporate or package plans from other major consumer business publishers like Conde Nast. Agencies are now watching to see if those plans will be expanded.

"It simply depends on how they're doing in their marketplace," says Michael Ephron, a media consultant formerly with Scali, McCabe, Sloves.

Family Media has no plans to change its "simple and aggressive" matching space discount for two or more titles, says Jeremy Grayzel, president and chief operating officer. He sees, however, a greater emphasis by publishing companies on constructing some kind of package for advertisers interested in specific audience segments.

Even smaller, regional publishing companies are taking a look at corporate plans. "I think you're going to see the buying community start to operate from the standpoint that, if you're a multititle publisher, you're going to have to offer some kind of a corporate rate," says Meagher of Yankee. "An advertiser who runs in two books has a right to some sort of corporate discount, or a very good reason why we don't offer one."

Publishers are also concentrating on merchandising programs, telephone surveys, single-sponsor issues, inserts and other ways to pull in more advertising, says Bernie Kovach, executive vice president of Bill Communications.

Gaining commitments

Publishers, however, are also battling the growing unwillingness of advertisers to commit to long-term schedules. A publisher who used to count on return business must now resell accounts on a quarter-by-quarter basis, says Meagher. While some publishers are willing to offer protected rates in exchange for long schedules, he says, agencies appear to be more interested in short-term flexibility.

On the positive side, incentive/discount plans may turn that situation around. The plans encourage longer schedules, and so may protect magazines from short-term turnover of advertisers, says Scullin.

Yet for all the efforts to nail down new business this year, Scullin warns of a traditional shortcoming in the magazine industry. With each Olympics-and-election quadrennial, he says, the magazine industry benefits to some degree, but often "sit on its hands" when the next year comes around. "It's important to sell hard against the business that publishers receive in 1988," he says, "and still continue to look for new business."—*P.F.*

Advertisers hold the line for '88

While publishers continue to look for a jump in ad spending next year, some leading magazine advertisers say that they plan no changes in the amount budgeted in 1988 for magazine advertising.

Loews Corp., for example, plans "no large increase," says Nancy Lucas, advertising coordinator. Most of the firm's media budget is for print advertising. Similarly, RJR Nabisco "is satisfied with the schedule over the past couple of years," and is budgeting for more of the same, says a spokesperson.

Two other big magazine advertisers, IBM and AT&T, also say that they will hold the line on magazine advertising. Maryann Seduski, AT&T's corporate media manager, comments that there might be a "minimal decrease" in magazine ad spending. The company, she says, began cutting back on ad spending after 1984, the year a big push was made to educate consumers about the meaning of the AT&T divestiture.

Several other large advertisers, including Ford, General Electric, Procter & Gamble, American Express and Philip Morris, would not comment on ad spending plans when contacted by FOLIO:.

Kraft Inc., however, plans an increase in magazine ad spending in 1988, says Scott Horn, media relations assistant, though he could not say how large it would be. And Sears Merchandise Group will transfer funds from television advertising to print in 1988, says Susan Duchak, national news staff assistant. The retailer had spent a considerable amount on television to publicize remodeling changes in many Sears stores. With that over, "TV is no longer critical and we're allocating revenues elsewhere," notes Duchak. But total ad spending will remain stable, she adds.